

## Nova Scotia Tourism Market Profile: Quebec

This bulletin summarizes research findings for the Quebec visitor market from the 2010 Visitor Exit Survey, including new insights on the pleasure visitor segment. For additional information, please refer to the 2010 Visitor Exit Survey and the Facts and Figures Section of the Tourism Research website, available at [www.gov.ns.ca/econ/tourism/research](http://www.gov.ns.ca/econ/tourism/research).

### Market Highlights

**NS Tourism Market:** 2.1 million visitors

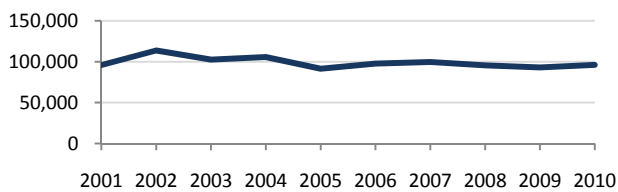
**Quebec Market Share:** 96,200 (2010); 4.5% of total visitation

**Quebec Pleasure Travel Market Share:** 54,000; 56% of Quebec market (2010)

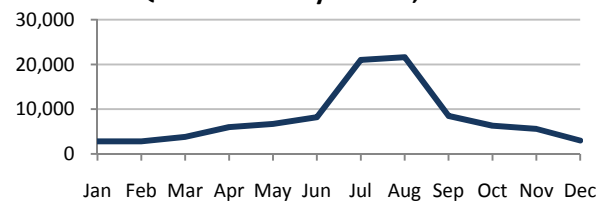
**Ten-year trend:** Visits from Quebec to Nova Scotia have remained stable since 2005

### Quebec Visits to Nova Scotia

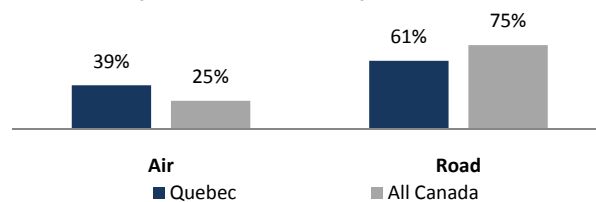
Quebec Vists to NS, 2001-2010



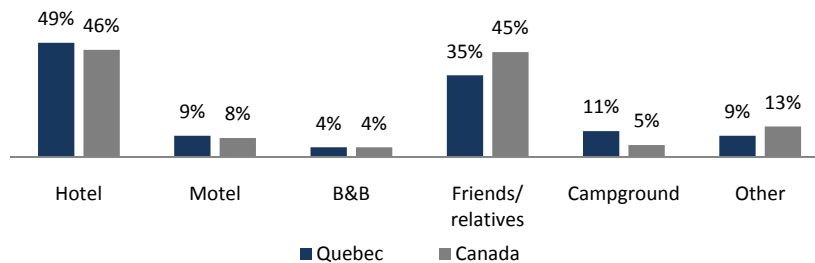
Quebec Visits by Month, 2010



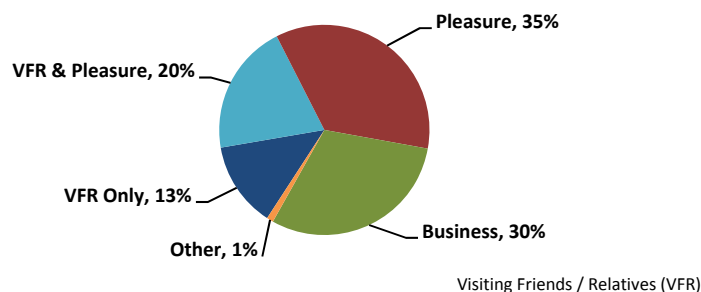
Quebec Visits to NS by Travel Mode compared to Canadian Visits, 2010



### Percentage of Quebec Visitors to NS Staying in Accommodations compared to Canadian Visitors, by Type



### Reasons Quebec Visitors Come to Nova Scotia



## Quebec Pleasure Travel Market

- 35% of Quebec visitors come to NS for a pleasure vacation; another 20% combine their friend/family trip with a pleasure visit component.
- In general, pleasure visitors stay longer and spend more while on vacation compared to other segments. A typical Quebec travel party spent an average of \$1,035 while in Nova Scotia, compared to \$1,158 spent by a Quebec pleasure travel party.
- Quebec visitors enjoy: beach exploring, hiking, coastal sightseeing, the Halifax waterfront, museums and historic sites, craft shops and studios, and night clubs and pubs.
- Important factors in choosing NS as a vacation destination: the seacoast, the natural landscape and wildlife, the heritage and history, their interests and hobbies, the culture and people, the opportunity to visit friends/family, the chance to do interesting things, and the opportunity to rejuvenate.
- Factors Quebec visitors find satisfying about their Nova Scotia experience: the seacoast, natural landscape and wildlife, the culture and people, their interests and hobbies, the history and heritage, the weather, city and country experiences within easy reach, the chance to do interesting things, the opportunity to visit friends and family, and the local food.

## Trip Characteristics for Quebec Visitors (All and Pleasure) compared to Canadian Visitors

Includes pleasure visitors and those combining visiting friends and relatives (VFR) with pleasure

	Quebec (All Visitors)	Canada (All Visitors)	Quebec Pleasure	Canada Pleasure
Party-size (people)	2	2.2	2.3	2.4
Length of stay (nights)	5.2	4.5	5.9	5.1
Travel party type	Alone; couples	Couples	Couples	Couples
Age	45-64 yrs	45-64 yrs	45-64 yrs	45-64 yrs
Spend (by party)	\$1,035	\$958	\$1,157	\$1,158

## Trip Expenditures for Quebec Visitors (All and Pleasure) compared to Canadian Visitors, by travel party

Includes pleasure visitors and those combining visiting friends and relatives (VFR) with pleasure

	Quebec (All Visitors)	Canada (All Visitors)	Quebec Pleasure	Canada Pleasure
Fixed-roof accommodations	\$323	\$248	\$292	\$274
Campgrounds	\$20	\$8	\$35	\$14
Meals in restaurants/hotels/bars	\$263	\$218	\$275	\$258
Groceries and liquor	\$78	\$75	\$113	\$99
Gas, oil and/or auto repair	\$110	\$99	\$158	\$126
Car rental fees, including insurance	\$57	\$57	\$42	\$72
Local transportation (taxi, limos, etc.)	\$12	\$9	\$5	\$7
Bridge/highway/ferry tolls in NS	\$4	\$5	\$6	\$6
NS cultural products	\$44	\$34	\$71	\$52
Clothing	\$40	\$70	\$51	\$86
Other shopping	\$27	\$66	\$23	\$79
Culture and entertainment	\$43	\$39	\$70	\$59
Sport and recreation	\$10	\$13	\$17	\$21
Parking	\$0	\$0	\$0	\$0
<b>Total Expenditures</b>	<b>\$1,035</b>	<b>\$958</b>	<b>\$1,157</b>	<b>\$1,158</b>

## Activities & Travel Aspects Important to the Quebec Pleasure Market, compared to Canadian Visitors

The below table includes pleasure visitors and those who combine a VFR visit with a pleasure component

	Quebec Pleasure Visitors	Canadian Pleasure Visitors
<b>Outdoor Activities</b>		
Beach exploring	36%	22%
Hiking (wooded or coastal areas)	29%	19%
Coastal sightseeing	29%	24%
Swimming/sunbathing	19%	16%
<b>Places and Events</b>		
Halifax waterfront	51%	48%
Museums/historic sites	51%	32%
Craft shops/studios	46%	37%
Nightclubs/lounges/pubs	24%	27%
<b>Important factors in decision to visit NS*</b>		
The seacoast	79%	64%
The natural landscape and wildlife	78%	59%
The heritage and history	56%	42%
Your interests and hobbies	56%	49%
The culture and people	55%	51%
The opportunity to visit friends/family	49%	60%
The chance to do interesting things	49%	53%
The opportunity to rejuvenate	49%	52%
<b>Factors with high satisfaction ratings*</b>		
The seacoast	88%	70%
The natural landscape and wildlife	87%	67%
The culture and people	73%	62%
Your interests and hobbies	65%	60%
The history and heritage	64%	52%
Weather	64%	61%
City and country experiences within easy reach	61%	56%
The chance to do interesting things	60%	63%
The opportunity to visit friends/family	59%	64%
The local Nova Scotian food	59%	60%

\* % rating of 8, 9 or 10 on a scale of 1-10 where 1 is not at all important and 10 is critically important

### Other Important Factors about the Quebec Market

- 32% of all Quebec visitors and 45% of Quebec pleasure visitors consulted novascotia.com to gather information about NS prior to their visit.
- Quebec visitors were more likely than many geographic markets to indicate that novascotia.com was influential in their decision to visit Nova Scotia. 21% of Quebec visitors ranked novascotia.com at least 8 out of 10 for being influential in their decision to visit the province, compared to 13% of Canadian visitors.
- 38% of visitors decided to visit NS within 4 weeks of their departure date; 25% decided to visit 1-2 months prior to travelling.
- Most Quebec visitors (71%) used a laptop, GPS and/or a Smartphone to find travel information while in the province.
- Quebec travellers to Nova Scotia were most likely to indicate they ensure all travel minimizes impact on the environment (27%). Almost half (45%) of Quebec visitors indicated they have made more environmental sustainable choices when travelling, compared to 35% of all visitors from Canada.
- 59% of Quebec visitors prefer to be served in English.